

The purpose of this report is to display aggregate demographic information by caller type. Caller type information is based upon the date that the participant calls to enroll in a program or receives information about a program.

Method of Entry

NOTE: Includes Tobacco User, Proxy, Provider and General Public.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Phone: Inbound English	172	83.9 %	2360	79.4 %
Phone: Inbound Spanish	-	-	12	0.4 %
Phone: Inbound Warm Transfer	-	-	1	0.0 %
Phone: Re-enrollment Offer	-	-	3	0.1 %
Phone: Outbound Self-Referral	1	0.5 %	41	1.4 %
Web	1	0.5 %	36	1.2 %
Fax	31	15.1 %	520	17.5 %
Total	205	100.0 %	2973	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	177	86.3 %	2650	89.1 %
Proxy	2	1.0 %	54	1.8 %
Provider	6	2.9 %	85	2.9 %
General Public	20	9.8 %	184	6.2 %
Total	205	100.0 %	2973	100.0 %

How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Brochure/Newsletter/Flyer	9	4.9 %	153	5.6 %
Cigarette Pack (Quit Assist)	1	0.5 %	9	0.3 %
Community Organization	7	3.8 %	111	4.1 %
Employer/Worksite	4	2.2 %	110	4.0 %
Family/Friend	24	13.2 %	360	13.2 %
Health Department	15	8.2 %	171	6.3 %
Health Insurance	3	1.6 %	68	2.5 %
Health Professional				23.0 %
Dental Hygienist	1	0.5 %	9	0.3 %
Dentist	1	0.5 %	40	1.5 %
Health Care Provider	29	15.9 %	364	13.4 %
Health Educator	2	1.1 %	17	0.6 %
Mental Health Provider	1	0.5 %	9	0.3 %
Nurse	6	3.3 %	82	3.0 %
OB/GYN Specialist	-	-	2	0.1 %
Other	3	1.6 %	66	2.4 %
Other Specialist	1	0.5 %	14	0.5 %
Pharmacist	1	0.5 %	4	0.1 %
Social Worker	-	-	17	0.6 %
Substance Abuse Provider	-	-	1	0.0 %
Sub Total	45	24.7 %	625	23.0 %
Newspaper/Magazine	1	0.5 %	97	3.6 %
Outdoor Ad				0.8 %
Banner	-	-	2	0.1 %
Billboard	2	1.1 %	15	0.6 %
Bus Ad	1	0.5 %	1	0.0 %
Other	1	0.5 %	3	0.1 %
Sub Total	4	2.2 %	21	0.8 %

How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Radio	1	0.5 %	78	2.9 %
Re-enrollment Offer	-	-	1	0.0 %
TV/Commercial	28	15.4 %	424	15.6 %
TV/News	11	6.0 %	110	4.0 %
Website	11	6.0 %	108	4.0 %
Does Not Remember	4	2.2 %	29	1.1 %
Other	14	7.7 %	248	9.1 %
Refused	6		75	
Not Collected	17		175	
Total	205	100.0 %	2973	100.0 %

Tobacco Users by Gender

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Male	62	39.2 %	888	37.8 %
Female	96	60.8 %	1459	62.2 %
Refused	-		-	
Not Collected	-		8	
Not Asked	-		28	
Total	158	100.0 %	2383	100.0 %

Tobacco Users by Ethnicity

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Hispanic	6	3.8 %	134	5.9 %
Non-Hispanic	150	96.2 %	2153	94.1 %
Does Not Know	-	-	2	0.1 %
Refused	-		23	
Not Collected	2		62	
Not Asked	-		9	
Total	158	100.0 %	2383	100.0 %

Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
White	130	83.3 %	1820	79.5 %
Black or African American	16	10.3 %	235	10.3 %
Asian				0.7 %
Asian Indian	-	-	2	0.1 %
Cambodian	-	-	-	-
Chinese	-	-	-	-
Filipino	-	-	-	-
Hmong	-	-	-	-
Japanese	-	-	1	0.0 %
Korean	1	0.6 %	4	0.2 %
Laotian	-	-	1	0.0 %
Pakistani	-	-	-	-
Taiwanese	-	-	-	-
Thai	-	-	-	-
Vietnamese	-	-	2	0.1 %
Other Asian	-	-	6	0.3 %
Indonesian	1	0.6 %	1	0.0 %

Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Asian				0.7 %
Does Not Know	-	-	-	-
Refused	-	-	-	-
Not Collected	-	-	-	-
Sub Total	2	1.3 %	17	0.7 %
Native Hawaiian/Other Pacific Islander				0.0 %
Native Hawaiian	-	-	-	-
Samoan	-	-	-	-
Tongan	-	-	-	-
Tahitian	-	-	-	-
Maori	-	-	-	-
Guamanian/Chamorro	-	-	-	-
Other Micronesian (e.g. Marshallese, Palauan, Pohnpeian, Chuukese, Yapese, Salpanese, Kosraean)	-	-	-	-
Fijian	-	-	-	-
Other Pacific Islander	1	0.6 %	1	0.0 %
Does Not Know	-	-	-	-
Refused	-	-	-	-
Not Collected	-	-	-	-
Sub Total	1	0.6 %	1	0.0 %
American Indian or Alaskan Native	1	0.6 %	68	3.0 %
Arab or Arab American	-	-	-	-
Not Asked	-		9	
Other	6	3.8 %	149	6.5 %
Does Not Know	-	-	-	-
Refused	-		24	
Not Collected	2		60	
Total	158	100.0 %	2383	100.0 %

Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	158	100.0 %	2339	98.2 %
Spanish	-	-	42	1.8 %
Korean	-	-	1	0.0 %
Vietnamese	-	-	1	0.0 %
Total	158	100.0 %	2383	100.0 %

Tobacco Users by Age

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
17 years old and under	1	0.6 %	22	0.9 %
18 to 24	31	19.6 %	242	10.2 %
25 to 30	28	17.7 %	354	14.9 %
31 to 40	31	19.6 %	458	19.3 %
41 to 50	22	13.9 %	561	23.7 %
51 to 60	38	24.1 %	506	21.4 %
61 to 70	5	3.2 %	181	7.6 %
71 to 80	2	1.3 %	43	1.8 %
Over 80	-	-	1	0.0 %
Not Collected	-		1	
Refused	-		14	
Total	158	100.0 %	2383	100.0 %

Tobacco Users by Education

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Less than grade 9	2	1.3 %	87	3.8 %
Grade 9-11, no degree	17	11.0 %	284	12.5 %
GED	9	5.8 %	148	6.5 %
High School Degree	49	31.6 %	638	28.1 %
Some College or University	52	33.5 %	677	29.8 %
College or University Degree	18	11.6 %	330	14.5 %
Some Technical/Trade School	3	1.9 %	36	1.6 %
Technical/Trade School Degree	5	3.2 %	69	3.0 %
Does Not Know	-	-	-	-
Refused	-		27	
Not Collected	2		40	
Not Asked	1		47	
Total	158	100.0 %	2383	100.0 %

Tobacco Users by Tobacco Type

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Cigarette	153	89.0 %	2266	91.2 %
Cigar	4	2.3 %	75	3.0 %
Pipe	1	0.6 %	12	0.5 %
Smokeless Tobacco	14	8.1 %	124	5.0 %
Other	-	-	9	0.4 %
Not Collected	-		12	
Total	172	100.0 %	2498	100.0 %

Female Tobacco Users by Pregnancy Status

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Not Pregnant	80	83.3 %	1305	89.4 %
Currently Pregnant	11	11.5 %	123	8.4 %
Planning Pregnancy in the Next 3 Months	4	4.2 %	20	1.4 %
Currently Breastfeeding	1	1.0 %	11	0.8 %
Refused	-		-	
Not Collected	-		-	
Total	96	100.0 %	1459	100.0 %

Tobacco Users by Chronic Conditions

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Asthma	22	12.3 %	425	15.6 %
CAD	11	6.1 %	195	7.2 %
COPD	24	13.4 %	387	14.2 %
Diabetes	15	8.4 %	258	9.5 %
None	106	59.2 %	1451	53.3 %
Does Not Know	1	0.6 %	6	0.2 %
Refused	-		14	
Not Collected	1		23	
Total	180	100.0 %	2759	100.0 %

Tobacco Users by Stage at Registration

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Precontemplation	-	-	37	1.6 %
Contemplation	5	3.2 %	99	4.2 %
Preparation	135	86.5 %	2007	85.6 %
Action - Unknown	4	2.6 %	27	1.2 %
Action - Less than 24 hours	2	1.3 %	32	1.4 %
Action - 24 hours to less than 7 days	5	3.2 %	68	2.9 %
Action - 7 days to less than 1 month	4	2.6 %	50	2.1 %
Action - 1 month to less than 6 months	1	0.6 %	18	0.8 %
Maintenance - 6 months or more	-	-	8	0.3 %
Not Collected	2		37	
Total	158	100.0 %	2383	100.0 %

Tobacco Users by Income Level

	Current Month	Current Month %	Contract YTD	Contract YTD %
Less than \$10,000	52	34.0 %	528	32.2 %
Less than \$15,000 (\$10,000 to less than \$15,000)	26	17.0 %	259	15.8 %
Less than \$20,000 (\$15,000 to less than \$20,000)	11	7.2 %	189	11.5 %
Less than \$25,000 (\$20,000 to less than \$25,000)	10	6.5 %	127	7.7 %
Less than \$35,000 (\$25,000 to less than \$35,000)	18	11.8 %	173	10.5 %
Less than \$50,000 (\$35,000 to less than \$50,000)	16	10.5 %	152	9.3 %
Less than \$75,000 (\$50,000 to less than \$75,000)	5	3.3 %	94	5.7 %
More than \$75,000	9	5.9 %	72	4.4 %
Does Not Know	6	3.9 %	46	2.8 %
Refused	2		54	
Not Collected	3		689	
Total	158	100.0 %	2383	100.0 %

Female Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Transgender	-	-	-	-
Heterosexual or straight	88	94.6 %	969	94.4 %
Gay or lesbian	1	1.1 %	19	1.9 %
Bisexual	4	4.3 %	33	3.2 %
Other	-	-	3	0.3 %
Does Not Know	-	-	3	0.3 %
Not Asked	-		373	
Refused	3		59	
Total	96	100.0 %	1459	100.0 %

Male Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Transgender	-	-	-	-
Heterosexual or straight	56	94.9 %	613	95.9 %
Gay or lesbian	1	1.7 %	15	2.4 %
Bisexual	-	-	3	0.5 %
Other	2	3.4 %	5	0.8 %
Does Not Know	-	-	3	0.5 %
Not Asked	-		217	
Refused	3		32	



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Kansas Tobacco Quitline Demographic Report

From 6/1/2011 through 6/30/2011
Contract Dates from 7/1/2010 through 6/30/2011

Total	62	100.0 %	888	100.0 %
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